



DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration

Proposed Information Collection; Comment Request; Drivers' Awareness of and Response to Significant Weather Events and the Correlation of Weather to Road Impacts

AGENCY: National Oceanic and Atmospheric Administration (NOAA).

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act of 1995.

DATES: Written comments must be submitted on or before [Insert date 60 days after date of publication in the FEDERAL REGISTER].

ADDRESSES: Direct all written comments to Jennifer Jessup, Departmental Paperwork Clearance Officer, Department of Commerce, Room 6616, 14th and Constitution Avenue, NW, Washington, DC 20230 (or via the Internet at JJessup@doc.gov).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument and instructions should be Kevin Barjenbruch, 801-524-5113, or Kevin.Barjenbruch@noaa.gov.

SUPPLEMENTARY INFORMATION:

I. Abstract

This request is for a reinstatement of a previously approved information collection. Due to an unusually dry winter, this survey could not be conducted during the OMB approval period.

This project is a joint effort of the University of Utah, NOAA's National Weather Service (NWS), the Utah Department of Transportation (UDOT), and NorthWest WeatherNet (NWN) to investigate and understand the relationship between meteorological phenomena and road conditions, as well as public understanding and response to available forecast information. The events which impact the Salt Lake City metro area during the winter of 2012–2013 will be examined. Through the administration of a targeted survey, important details will be gathered regarding: (a) the information that drivers possessed prior to and during a storm, including knowledge of observed and forecast weather conditions; (b) sources of weather and road information; (c) any modification of travel and/or commute plans, based on event information; (d) anticipation and perception of storm impacts and severity; and (e) perception and behavioral response to messages conveyed by the NWS and UDOT, along with their satisfaction of information provided. Analyses of the information gathered will focus on driver knowledge, perceptions, and decision making. Ultimately, the results of this survey will provide insight on how the Weather Enterprise may more effectively

communicate hazard information to the public in a manner which leads to improved response (*i.e.*, change travel times, modes, *etc.*). With a sufficient level of behavior change, it should be possible to improve safety and reduce the costs associated with weather related congestion and associated delays. Additionally, the project will shed light upon the interrelationship between meteorological phenomena, road conditions, and their combined impact on travel.

II. Method of Collection

PEGUS Research, a professional firm, will gather responses via random digit dialing, with survey participants providing responses via landline or cell phone communication.

III. Data

OMB Control Number: 0648-0624.

Form Number: None.

Type of Review: Regular submission (reinstatement of a previously approved collection).

Affected Public: Individuals or households.

Estimated Number of Respondents: 1,200.

Estimated Time Per Response: 10 minutes.

Estimated Total Annual Burden Hours: 200.

Estimated Total Annual Cost to Public: \$0 in recordkeeping/reporting costs.

IV. Request for Comments

Comments are invited on: (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: June 27, 2012

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

Billing Code: 3510-22-S

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